



## Workforce Development Council

### **BUSINESS OUTREACH AND MARKETING (BOAM) COMMITTEE MEETING**

1313 Sherman St #521  
Denver, CO

June 1, 2005  
8:30am – 10:00am

#### Meeting Summary

##### In Attendance:

###### *Members:*

Kelly Manning, Tom Allee (via phone), Skip Paterson, Sue Carparelli, Celina Shands (via phone), Alton Dillard

###### *Others:*

Lew Wymisner (via phone)

###### *Council Staff:*

Booker T. Graves, Aron Diaz, Glenn Little, Steve Wright

##### Absent:

Gary Bien, John Schafer, Les Watkins, Marc Dettenrieder, Mark Davidson, Tom Flanagan

##### Meeting:

- I. Welcome – The meeting was called to order by Skip Paterson, the Co-Chair.

- II. Economic Development Conference in Burlington

Booker made a presentation to the conference which proved to be educational for the group. He discussed what workforce development does and what resources are available.

There was a strong sentiment that economic development should be partnering with workforce development. To facilitate this process, a member of the BOAM Committee should talk to the next conference chair to get on the agenda and discuss Best Practices. This would be well-received among the economic development participants. The next

conference is in October in Keystone. Kelly Manning will give Aron Diaz the contact name to schedule an initial meeting to get on the agenda.

Larimer County already has a Workforce Development Liaison that is making the connection with economic development entities in their region. BOAM should find out where there are already ties in the local regions and piggyback on those efforts. Many economic development entities have a presence on local WIBs already.

The connection with economic development is being promoted through the PGL and other local efforts. Workforce professionals must be involved in initial meetings with companies coming into a region so that those companies can be educated on what the workforce system can do for them along with what economic development can do. A link with the Denver Metro Chamber should occur so that when site visits occur, the Chamber would have access to workforce development information.

Beyond just helping to bring in new businesses to the State, workforce can add to the retention of employees for companies that may look to leave the area. Workforce can also help with business expansion.

Economic development can be intertwined with the regions' business plans. They should have the message that economic development is workforce development and vice versa. A territory management plan should be created to prevent duplication of efforts.

This is bigger than a meeting, it's an initiative. With the BOAM Committee's involvement, the Taskforce should head up the initiative. Have a BOAM Committee meeting with economic development to start the conversation. Ask them how they see the role playing out and then establish a lead person from the BOAM Committee at that point. Celina can provide information that outlines the BOAM Committee's vision and shows what the regions are already doing with marketing and economic development. Then economic development should be asked where they'd like to go.

Cleveland and West Palm Beach have begun the process of linking with economic development through projects and territory management. They're just in the beginning stages. Phoenix is merging workforce development and economic development under one administrative entity. Tom Allee offered to fly representatives from Cleveland, West Palm Beach, and/or Phoenix to share their experiences.

The Taskforce will discuss this at their next meeting on June 9<sup>th</sup> and Celina will put together a report on what the regions are doing and where they need assistance. This will be a separate report from the regions'

quarterly report. Aron will work with Kelly on an initial economic development meeting in July.

### III. Strategic Planning

Covered the Council's mission and goals. The group came up with three Supply/Demand strategies. A big focus taken from the meeting was how the workforce system fits into economic development.

There was a suggestion to restructure the Council meetings, so that more policy and strategy issues can take place. Benchmarks for the Council's growth and effectiveness will come out of the three initiatives that were established. The BOAM Committee members should start looking at the structure and composition of the Council, examining the group's focus on growing industries, while still keeping in line with current employers on the Council.

### IV. Directors' Meeting

The presentation did not get much response and there needs to be more contact with the Directors.

### V. Workforce Development Month

This was a successful event, regardless of any internal challenges that may have occurred. The questions for this year are, "How do you do it more efficiently," and "How do you make it a sustainable event?"

The Metro regional team has a more 'business as usual' attitude this year. This would indicate that the process is easier this year since they've done it once already.

What is being done this year to make it better? There need to be better themes and messages focused on economic development. What does the BOAM Committee need to do to help. There should be a better idea after the next Taskforce meeting what the sponsorships will look like and what other resources may be needed. The team is looking to offset the cost of the resource guide (to include the day's agenda, information about the speakers, and workforce-related advertising), the luncheon and, possibly, the luncheon speaker. The hope is to make the resource guide usable beyond just the E<sup>3</sup> event. Aron will come back to the BOAM Committee with the budget and see if they can help raise money to offset some costs.

The marketing dollars allocated to each region help with workforce development month events.

Still gathering events from across the state to put together a calendar for September. The calendar should be more confirmed by mid-July.

#### VI. Marketing Certification

Skip and Tom brainstormed ideas on what type of recognition the regions should receive, e.g. a plaque, additional funding, etc. Skip will speak to the Marketing Taskforce about their ideas on how recognition should take place. There shouldn't be anything that can be construed as competition among the regions. The only competition would be the region competing with itself to meet the marketing goals to obtain the funding. Those WIBs that have met the marketing requirements could receive additional money and there could be different levels of certification, e.g. for linking with economic development, cause-related marketing, etc.

#### VII. Colorado NEXT

The State Youth Council sponsored the back page of this magazine last year. They have approached the State Youth Council about taking a bigger role this year. They would like to see them involved in paid editorials in addition to advertising throughout the magazine. The pricing packages range from \$14,000 to \$24,000.

The State Youth Council may come to the BOAM Committee for funding and also for content direction. A big question on this sponsorship is how to gauge the impact of paying more for advertising in the magazine. The State Youth Council wants to put together a teacher's guide to assist schools in using the magazine effectively. To get more for the investment, the workforce "advertorials" could be turned into something that workforce centers can use in presentations. Anyone would then be able to use it. Kids may be more inclined to read articles on the internet than they would be for print media. So, the magazine may be more in use by adults that talk to kids. The articles should be something that kids would read online and kids should be referred to the e-Portal in the advertising.

The next BOAM Committee meeting is scheduled for August 3<sup>rd</sup> at 1313 Sherman St, #521. This meeting will be more of an update in preparation for Workforce Development Month.

Meeting adjourned at 10:10am.